

SOUTH HAYWARD BART/MISSION BOULEVARD CONCEPT PLAN

NOTICE OF COMMUNITY MEETING

The City of Hayward invites you to a community meeting to review and discuss two land use concepts developed by staff and a team of consultants for the South Hayward BART study area (see map below). For a summary of the two concepts and a brief synopsis of the study process to date, please see reverse. Information related to the study is also available on the City's web site at www.hayward-ca.gov under "Projects and Studies."

The City welcomes your comments and encourages you to attend the meeting:

When: Monday, July 11, 2005

Time: 7:00 to 9:00 p.m.

Where: UFCW Local 870 Union Hall at 28870 Mission Blvd.

If you are unable to attend the community meeting and would like to comment on the project, or would like additional information, please contact:

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CITY OF
HAYWARD
HEART OF THE BAY

Planning Division
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Site Area - Sub-Areas

South Hayward BART/Mission Boulevard Concept Plan
January 19, 2005



0 300 600 1,200 1,800
COMMUNITY DESIGN + ARCHITECTURE
Region • City • Neighborhood • Building

SOUTH HAYWARD BART/MISSION BOULEVARD CONCEPT PLAN

In October of 2004, the City Council authorized the preparation of a conceptual design plan for the South Hayward BART/Mission Boulevard area, the purpose which is to illustrate how future redevelopment of the area could be compatible with the surrounding neighborhoods. In addition, the conceptual design will articulate an overall circulation pattern and transportation linkages for the South Hayward BART Station. The concept plan will provide a framework for reviewing private sector development proposals and public agency capital improvements and related activities.

At the initial community meeting held on January 19, 2005, meeting participants identified issues and concerns that they felt need to be addressed during the study. Also, over the past five months, the study area was evaluated in terms of the opportunities and constraints for future development and redevelopment as well as its relationship to major activity centers such as the South Hayward BART Station. Background information and significant findings were included in four technical assessments prepared by the City's team of consultants.

On March 15, 2005, the four preliminary assessments prepared by the consultants were reviewed at a joint work session with the City Council and Planning Commission. Based on the discussion at the work session and additional research by the consultants, preliminary alternatives were developed for each of the seven subareas within the study area (see map on reverse). Refinement of these alternatives by city staff and the consultant team led to the development of two alternative concepts for the study area.

The two alternative concepts both encourage mixed-use development along Mission Boulevard and call for transit-oriented development around the South Hayward BART Station. However, the two concepts differ significantly in the amount and intensity of residential development. Both concepts call for additional commercial development and encourage the inclusion of retail and office space in mixed-use projects; however, the net change in square footage varies depending on the extent

to which redevelopment of existing properties occurs and the density at which they may be developed. These distinctions are further described below.

The **Suburban Concept** designates relatively less land for residential development and primarily at densities consistent with existing General Plan land use designations. Several parcels, including the South Hayward BART Station site, are assigned higher residential densities (these are further described under the Urban Concept below). Overall, the Suburban Concept provides for approximately 1,200 to 2,600 additional dwelling units. By way of comparison, the residential development potential under the existing General Plan is approximately 700 to 1,400 dwelling units. In the Suburban Concept, the net change in the amount of commercial development ranges from an overall reduction of approximately 145,000 square feet to a net gain of over 50,000 square feet.

The **Urban Concept** designates considerably more land for residential development and at significantly higher densities than currently permitted by the General Plan. It is important to remember that while the densities proposed are higher than found in existing developments, careful attention to the design of new projects and incorporation of amenities can ensure that the projects are compatible with and contribute to the surrounding neighborhoods. Two new residential density categories are proposed. The Mission Boulevard Residential designation would allow densities of 35 to 75 dwelling units per net acre, and 3 to 5 stories in height. The Station Area Residential designation would allow densities of 75 to 100 dwelling units per net acre, and 5 to 7 stories in height. In comparison, the existing High Density Residential designation allows 17 to 34 dwelling units per net acre and development is typically three stories in height. Consequently, the Urban Concept provides for approximately 2,400 to 5,000 additional dwelling units. In the Urban Concept, the net change in the amount of commercial development ranges from a reduction of approximately 72,000 square feet to a net gain of almost 200,000 square feet.